

What services are provided to employers?

The consultants meet with an organization's management and key personnel. They outline the problems and some of their causes, and suggest a framework for tackling them. Following this, the resources of the Women's Bureau are available on a continuing basis.

Prepared materials:

- Films suitable for workshops/seminars for both women and management
- Books, reprints and bibliographies dealing with Affirmative Action
- Examples of Affirmative Action plans
- Sample employee surveys
- Guides to career development workshops
- Sample data-gathering forms
- Analyzed data on women in employment.

Background material is available in a number of pertinent areas, including:

- Career planning
- "Awareness" workshops
- Developing non-sexist communications
- Employee benefits
- Flexible working hours
- Goal-setting and quotas
- Job enrichment and bridging
- Occupational segregation
- Management development programs
- Non-traditional jobs
- Day care
- Courses and seminars
- Recruitment.



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Affirmative Action

A Consulting
Service for your
Organization

What is Affirmative Action?

Affirmative Action is a plan to equalize employment opportunities. It is designed to eliminate the barriers that have restricted women to a narrow range of occupations. These barriers include those imposed by society as well as by women themselves.

Barriers within organizations, often unintentional, are the result of stereotyped attitudes, systems and procedures.

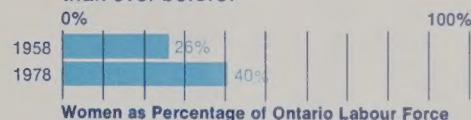
Better human resource development will expand job opportunities within existing fields as well as promotional opportunities.

Why Affirmative Action?

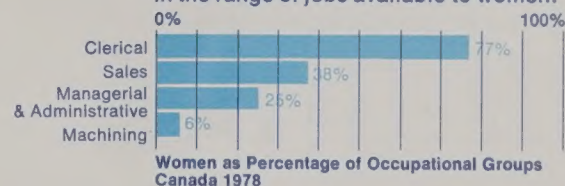
Because it's right!

And besides, Affirmative Action is good business. Full utilization of all human resources should lead to improved productivity and profitability.

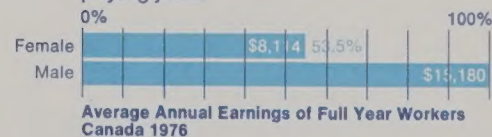
The role of women has changed dramatically in the past 20 years. During this time the number of women working in Ontario has increased by 178%. Women now form a larger percentage of the total labour force than ever before:



However, there has been little change in the range of jobs available to women:



The majority of working women are employed in traditionally female, low-paying jobs:



In part, these differences are due to women being in lower status occupations with less seniority. However, even

after adjustments for such "human capital differences" are made, the working woman's salary remains 20% lower than that of her male colleague.

Why a Consulting Service?

The Women's Bureau, recognizing that the concept of Affirmative Action is new to many employers, established a Consulting Service to provide expertise and resources in this area.

Consultants are available at no cost to employers, to help organizations develop equal opportunity programs for women, and thus maximize the use of all their human resources.

How can employers benefit?

- Increased productivity through better utilization of the skills and abilities of women
- Improved motivation of women through clearly defined career opportunities
- Decreased turnover through job enrichment and reduction of dead-end jobs
- Increased promotion from within could result in reduced recruitment and training costs
- Expanded pool of candidates for job openings.